

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A greeting card comprising:
a front panel and a rear panel connected at a fold line, the front panel having a front surface and an interior surface such that the interior surface substantially faces the rear panel when the greeting card is in a folded condition; and
a collapsible bag structure attached to the front surface such that the collapsible bag structure is positioned forward of the front panel, the collapsible bag structure having at least one fold line such at least a portion of the structure is adjustable to a collapsed condition,
wherein the collapsible bag structure is operable to releasably retain a prepaid gift card in a position forward of the front panel when the greeting card is in the folded condition.
2. (Currently Amended) The greeting card of claim 1, wherein the collapsible bag structure ~~has the appearance of~~ comprises a miniature shopping bag ~~from a department store.~~
3. (Currently Amended) The greeting card of claim 2, wherein the collapsible bag structure is adapted to retain a prepaid gift card from ~~that department a store~~ associated with the shopping bag.
4. (Original) The greeting card of claim 1, wherein the collapsible bag structure includes a retention element to releasably retain the prepaid gift card.
5. (Original) The greeting card of claim 1, wherein the collapsible bag structure is attached to the front surface of the front panel such that the interior surface of the front panel and

an interior surface of the rear panel are completely available to receive a written or printed message.

6. (Currently Amended) The greeting card of claim 5, wherein the interior surfaces of the front panel and the rear panel are operable to abut one another when the greeting is in the folded condition.

7. (Original) The greeting card of claim 1, wherein the collapsible bag structure is adhesively attached to the front surface of the front panel.

8. (Currently Amended) A greeting card comprising:
a front panel and a rear panel, the front panel having a front surface and an interior surface, wherein the greeting card is operable to be adjusted to a folded condition such that the interior surface of the front panel substantially faces the rear panel; and
a means for retaining and substantially enclosing a gift card, the retaining means being attached to the front surface of the front panel and being positioned forward of the front panel, wherein the retaining means includes at least one adjustable portion connected at a fold line,
wherein the retaining means is operable to releasably retain the gift card in a position forward of the front panel when the greeting card is in the folded condition.

9. (Original) The greeting card of claim 8, wherein the retaining means includes a collapsible bag structure affixed to the front surface of the front panel.

Claims 10-11 (Cancelled).

12. (Original) The greeting card of claim 8, wherein the retaining means includes an envelope structure for retaining a prepaid gift card.

13. (Original) The greeting card of claim 8, wherein the retaining means includes a miniature gift box that is operable to be opened to reveal a prepaid gift card retained therein.

Claims 14-16 (Cancelled)

17. (Original) The greeting card of claim 8, further comprising a third panel that interconnects the front panel and the rear panel, the front panel being connected to the third panel at a first fold line and the rear panel being connected to the third panel at a second fold line.

18. (New) A greeting card comprising:

a front panel and a rear panel connected at a fold line, the front panel having a front surface and an interior surface such that the interior surface substantially faces the rear panel when the greeting card is in a folded condition; and

a container attached to the front surface, the container at least partially defining an internal space, the container being operable to releasably retain at least a portion of a prepaid gift card in the internal space, wherein at least one dimension of the prepaid gift card to be retained in the internal space is larger than the internal space such that the prepaid gift is partially exposed when releasably retained by the container.

19. (New) The greeting card of claim 18, wherein the container comprises a collapsible structure having at least one fold line such that at least a portion of the collapsible structure is adjustable to a collapsed condition.

20. (New) The greeting card of claim 18, wherein the container comprises a miniature shopping bag.

21. (New) The greeting card of claim 20, wherein the container is operable to retain a prepaid gift card from that store.

22. (New) The greeting card of claim 18, wherein the container includes a retention element to releasably retain the prepaid gift card.

23. (New) The greeting card of claim 18, wherein the container is attached to the front surface of the front panel such that the interior surface of the front panel and an interior surface of the rear panel are completely available to receive a written or printed message.

24. (New) The greeting card of claim 23, wherein the interior surfaces of the front panel and the rear panel are operable to abut one another when the greeting is in the folded condition.

25. (New) The greeting card of claim 18, further comprising a third panel that interconnects the front panel and the rear panel, the front panel being connected to the third panel at a first fold line and the rear panel being connected to the third panel at a second fold line.